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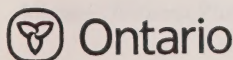
MESSAGE FROM THE MINISTER

The number of people aged 65 and over in Ontario will increase dramatically over the next 20 years. By the year 2016, people aged 65 and over will be 15.5 million, up from 12.5 million in 1996.

Ontario is proud to have the Honourable John D. Duncan, Minister of the Seniors' Secretariat, as the Minister responsible for the Seniors' Secretariat. The Seniors' Secretariat is the central office responsible for coordinating the Seniors' Secretariat's work across the province, and for ensuring that the Seniors' Secretariat is working in a coordinated and effective manner.


SENIORS' SECRETARIAT

1998-1999 Business Plan



Ontario

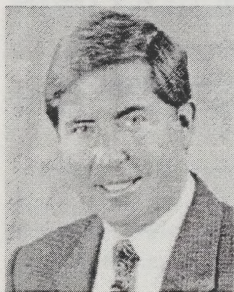
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MESSAGE FROM THE MINISTER



Hon. Cam Jackson

The number of people aged 65 and over in Ontario will increase dramatically over the next 20 years as members of the baby boom generation become seniors. By the year 2021, the province will be home to some three million senior citizens, up from 1.45 million in 1998.

Ontario is poised to enter the 21st century with a confidence many thought impossible just three years ago. Taxes are lower; the deficit is being reduced; welfare recipients are returning to work; taxpayers' money is being spent more wisely; and major investments are being made in health care and in our children's classrooms.

Health care is always a major concern to Ontario's seniors. For the past few years, our government has been developing strategies to reform the health system. Building on the excellence of the current system, we have been making major changes to ensure it is ready to meet the future needs of our aging population. Now in the implementation phase of the reform, we are beginning a major expansion of the long-term care system.

Last year, \$118 million in new funding for long-term care facilities was announced. In February 1997, I was given the responsibility of establishing Ontario's 43 new Community Care Access Centres. The centres provide one-phone-call-access to long-term care services and are now in operation across the province. On April 29, 1998, our government announced it will increase its annual spending by \$1.2 billion to improve access to high quality long-term care services across Ontario. Over the next eight years, this will add 20,000 new beds to our province's nursing homes and homes for the aged and community-based services for an additional 100,000 Ontarians. This health care investment is the largest one in Ontario's history. It ensures we can meet the needs of the fastest growing segment of our population; those over 75, and it will free up hospital resources to respond to emergency room pressures.

Our government is committed to continuing to raise awareness of seniors' issues, as well as their contributions to our province. Preparations are underway across Canada to celebrate the International Year of Older Persons (IYOP) in 1999. My Office is coordinating Ontario's response to IYOP and is promoting the year's intergenerational theme, "Towards a Society for All Ages".

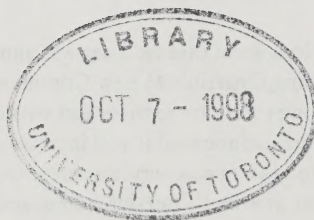
We will also continue to work with our partners to address the challenges posed by an aging society.

A handwritten signature in dark ink, appearing to read "Cam Jackson".

The Honourable Cam Jackson
Minister Without Portfolio Responsible for Seniors

MINISTRY VISION

The Secretariat's vision is of a province where all seniors, now and in the future, age with dignity, remain independent and active in family and community life as long as possible, and are respected for their achievements and contributions to society.



ANNUAL REPORT ON KEY ACHIEVEMENTS AND COMMITMENTS

1997-98 Achievements

In its first full year of operation, the Secretariat focussed on improving communications with seniors. This was achieved through meetings and consultations with individual seniors and seniors' stakeholder organizations, the Minister's attendance at seniors' seminars held in communities across the province, and weekly radio broadcasts and contributions to seniors' publications.

The Secretariat developed agreements with the Ontario public library system and United Generations Ontario (UGO) for dissemination of information and resources on seniors and aging to respond to the increasing numbers of inquiries and requests from the public. It also established and promoted a Seniors' Secretariat website which has received on average 2,000 visits per month.

Intergenerational harmony and caregiving, identified by seniors as areas of interest and concern, provided themes that were highlighted during Seniors' Month 1997. The Secretariat works closely with UGO and the Caregivers Association of Ontario to raise public awareness of intergenerational and caregiving issues and to foster linkages with agencies serving the seniors' population, such as the 43 Community Care Access centres (CCACs) across Ontario. As well, the Secretariat, working with the Alzheimer Association and community experts, developed key aspects of a proposed provincial Alzheimer strategy that emphasizes support to caregivers.

The Secretariat took a lead role in successfully establishing CCACs across the province. CCACs provide one-window access to long-term care services that enable seniors to continue to live independently in their communities, provide respite to caregivers, and authorize all admissions to long-term care facilities.

As elder abuse is identified as another of the key concerns of seniors, the Secretariat secured funding from the provincial government's Violence Against Women Prevention Initiative to commission a study with the Older Women's Network on the shelter needs of abused older women. Results of the study will be released in 1998/99.

In 1997/98, the Secretariat held preliminary meetings with the Ministry of Education and Training and stakeholders such as UGO, as well as extensive discussions with the private sector to explore options for development of intergenerational learning resources to be used in the public school system that will promote intergenerational harmony and introduce the notion of caregiving to young people. This project is ongoing in 1998/99.

1998-99 Commitments

After its first year of operation the Secretariat reviewed its core businesses and performance measures. These have been refined for 1998-99 to better serve the Secretariat's clients.

To achieve the goal of increasing the level of public and government awareness of senior's issues, the Secretariat will involve seniors and seniors' organizations in planning, implementing and evaluating such activities and events as Seniors' Month in June 1998 and the International Year of Older Persons in 1999.

The Secretariat will increase its efforts to secure financial support from outside government for special events and projects. As a result of seeking sponsorships, the Secretariat will be able to raise awareness of seniors' issues and concerns within the private sector.

The Secretariat will continue to increase the scope of information on seniors made available to the public and others through the Seniors' Secretariat web site, the Ontario public library system and the Ontario library system, and government telephone information lines.

The Secretariat will intensify its efforts to heighten awareness of seniors' issues at all levels of government with the goal of developing policies, programs and services that address the needs of seniors. For example, the Secretariat is working with federal, provincial and territorial counterparts on development of a national framework on aging, a component of which is a guide to assist in developing policies that take into account a seniors' perspective. Mechanisms to support safe communities for seniors are also being explored.

At the provincial level, the Secretariat will continue to coordinate efforts with other areas of the provincial government on issues related to: abused older women, Alzheimer Disease, advance directives, the development of intergenerational materials for use in schools, and long-term care. The Secretariat will establish a task force to review responsible medication use.

Having successfully implemented the government's new initiative of coordinated community care access, the Secretariat will take a lead role in ensuring the government continues to integrate and better coordinate community-based health care services for seniors within the Ministry of Health's long-term care system. Resulting efficiencies will ensure that increased resources go directly to front line services for seniors.

The Secretariat will continue to support the Ministry of Health in ensuring Ontario funds the highest quality in-home services and makes them more available than in any other province.

CORE BUSINESSES

To achieve its vision the Seniors' Secretariat has two core businesses:

- play a lead role in ensuring that the concerns of Ontario's seniors are heard and advise the government on issues of importance to seniors.
- plan and co-ordinate with other ministries the development of government policies affecting seniors.

Unlike many Ontario government ministries, the Secretariat does not deliver programs directly to the public.

Instead, the Secretariat works to make the government and the public aware of the needs and concerns of seniors and of the challenges to government and society posed by the rapidly increasing seniors' population.

By interacting with other ministries and other levels of government, the Secretariat identifies areas where, through policy development and co-ordination, it may be possible to achieve an enhanced quality of life for seniors. Consultation with seniors and organizations representing their interests is an essential component of all work undertaken by the Secretariat.

The Secretariat recognizes that not all seniors fall into one homogeneous group. Whether carrying out consultations, information activities or policy co-ordination, the Secretariat takes into account the different needs and concerns of mature adults and seniors, as well as their diverse cultural and religious backgrounds.

KEY STRATEGIES

To achieve its vision, the Secretariat will:

- consult on seniors' issues with seniors, seniors' organizations, caregivers, service providers and other ministries and levels of government;
- research major issues of relevance to seniors and issues related to the anticipated doubling of the 65 and over population within 25 years. Look at issues that will affect the next generation of seniors and work with groups representing this segment of the population;
- develop plans to address major issues identified through consultation and research. The Secretariat will work to increase the involvement of all parts of society in addressing these issues as well as other barriers that prevent seniors from being able to live full and active lives;
- use special events and the media to communicate with seniors and other interested members of the public. During 1998/99, the Secretariat will attempt to reach a broader audience through contributions to a greater number of publications and to promote participation in events marking Seniors' Month and Ontario's celebration of the International Year of Older Persons (1999).

KEY PERFORMANCE MEASURES*

CORE BUSINESS: 1. Play a lead role in ensuring that the concerns of Ontario's seniors are heard and advise the government on issues of importance to seniors.			
Goals/ Outcomes	Measures	Targets/Standards	98-99 Commitments
Increased level of public and government awareness of seniors' issues.	Effectiveness in identifying major issues and using communication strategies to heighten awareness of these and other seniors' issues.	<p>Identification and use of major issues/themes: Intergenerational harmony, caregiving, safety and security (includes elder and financial abuse and injury prevention) and volunteerism.</p> <p>Involve stakeholders and the private sector in promoting seniors' wellbeing.</p>	<p>Involve stakeholders and private sector in Seniors' Month '98 activities.</p> <p>Provide leadership for Ontario for International Year of Older Persons 1999.</p> <p>Increase access to information on seniors through website, Ontario public library system and government information lines.</p> <p>Explore use of evaluation mechanisms to determine effectiveness.</p>

- * After its first year of operation the Secretariat reviewed its core businesses and performance measures. These have been refined for 1998-99 to better serve the Secretariat's clients.

KEY PERFORMANCE MEASURES*

CORE BUSINESS: 2. Plan and coordinate with other ministries the development of government policies affecting seniors.

Goals/ Outcomes	Measures	Targets/Standards	98-99 Commitments
Government sensitivity to seniors' issues reflected in the development of policies, programs and services.	<p>Effectiveness in identifying opportunities for policy/program/service coordination.</p> <p>Number of new and/or existing policies and programs influenced.</p> <p>Seniors have opportunity for input.</p> <p>Effectiveness of participation in federal, provincial territorial activities.</p>	<p>Six areas of government where Secretariat can influence policy/program development identified.</p> <p>Seniors involved in all areas of work.</p> <p>Ontario fulfills Federal/Provincial/Territorial (FPT) Ministers for Seniors' commitments for Ontario.</p>	<p>Continue to work with other areas of the provincial government on issues related to:</p> <ul style="list-style-type: none"> * older abused women * Alzheimer Disease * advance directives * intergenerational relations * long-term care - continue to provide liaison with community care access centres <p>Establish a task force to review responsible medication use.</p> <p>Continue to fulfill Ontario's commitments as directed by FPT Ministers for Seniors which include: development of the National Framework on Aging and a safety and security framework which incorporates prevention of elder abuse and financial abuse and injury prevention.</p>

- * After its first year of operation the Secretariat reviewed its core businesses and performance measures. These have been refined for 1998-99 to better serve the Secretariat's clients.

1997-98 MINISTRY SPENDING BY CORE BUSINESS - INTERIM ACTUALS*

Seniors' Secretariat

\$379.7 thousand

4 staff

Communication and Education

\$178.0 thousand

Policy Coordination

\$201.7 thousand

Administrative services are provided by the Ministry of Health

Staff numbers are shown as full-time equivalents (FTEs).

Please note the Seniors' Secretariat's budget and FTEs are also included within the Ministry of Health's business plan staffing and budget numbers.

* PSAAB based

1998-99 MINISTRY APPROVED ALLOCATIONS BY CORE BUSINESS - PLAN*

Seniors' Secretariat

\$940.1 thousand

5 staff

Communication and Education

\$429.7 thousand

Policy Coordination

\$510.4 thousand

Administrative services are provided by the Ministry of Health

Staff numbers are shown as full-time equivalents (FTEs).

Please note the Seniors' Secretariat's budget and FTEs are also included within the Ministry of Health's business plan staffing and budget numbers.

* PSAAB based

WHO TO CALL

Questions or comments about the Seniors' Secretariat business plan are welcomed.

Visit www.gov.on.ca/health/seniors or call our Seniors'/Health Information line at (416) 327-4327. The toll-free number is 1-800-268-1153, and the TTY number is 1-800-387-5559.

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ISBN 0-7778-7530-6

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